UNITED VIDEO SM

March 11, 1985

Mr. Robert B. Cooper, Publisher
Coop's Satellite Digest
P.O. Box 100858
Ft. Lauderdale, FL 33310

Dear Bob:

Just a quick note to update you on our Satellite Viewer Survey. The final tabs should be completed this week and Morris Ruddick has promised the final report by the end of March.

The final count was 2,083 filled-out questionnaires, a 43.6% response rate. We have far exceeded our original estimate of responses which should greatly enhance the value of the finished survey.

If you have any questions, please contact me.

Best regards,

Ira Apt
Marketing Information Director
United Video, Inc.

IA/gm

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